



HOSTED BY
CELEBRITY CHEF

*Marcus
Samuelsson*

Marcus Samuelsson is the renowned chef behind many restaurants worldwide including Red Rooster in Harlem (NYC) and Overtown (Miami); Hav & Mar in Chelsea (NYC); several MARCUS locations including Montreal, the Bahamas, Newark, and Atlanta; and his newest concept, Metropolis at the Perelman Performing Arts Center (World Trade Center, NYC), opening October 2023.

Samuelsson was the youngest person to ever receive a three-star review from *The New York Times* and has won eight James Beard Foundation Awards.

He is a longstanding judge on the hit Food Network show *Chopped*, head judge of *Top Chef Family Style*, and *Iron Chef* on Netflix's rebooted *Iron Chef: Quest for an Iron Legend*.

Samuelsson is the author of multiple books including *The New York Times* bestselling memoir *Yes, Chef* and *The Rise: Black Cooks and the Soul of American Food*.



STEEL CHEF *Challenge*

April 8, 2024

The Competition

The New Hampshire Food Bank's Steel Chef Challenge will feature celebrity chef, Marcus Samuelsson hosting a local chef competition and a celebrity chef challenge. The Food Bank will transform the Armory Ballroom at the Doubletree by Hilton Manchester Downtown into a grand dining room, seating approximately 680 guests. Attendees will watch live as the competition between chefs heats up, and enjoy a fabulous dinner curated by Chef Samuelsson.

The VIP portion of the event will take place before the competition, where VIPs can meet and greet the celebrity chef.

This will be an exciting evening to support a worthy cause!



VIP Meet-and-Greet	5:00 p.m.
Cocktail Hour	6:00 p.m.
Competition Begins	6:30 p.m.
Dinner Served	7:15 p.m.
Steel Chef Winner Named	8:45 p.m.



SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

Contact Nancy Mellitt at 603-669-9725 or nmellitt@nhfoodbank.org.





STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

SOUS CHEF SPONSORSHIP:

\$10,000

- ❖ Logo featured in event TV commercials
- ❖ Logo placement and/or company name in all promotional materials
- ❖ Full page ad in event program
- ❖ Logo and/or company name with link to website featured on NH Food Bank website
- ❖ Logo feature in A/V presentation loop
- ❖ Recognition in NH Food Bank's newsletter and social media
- ❖ 4 VIP tickets and 6 general admission tickets
- ❖ Opportunity to have company banner displayed at event
- ❖ Sponsor recognition during opening remarks at event





STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

M AÎTRE D' LEVEL:
\$ 7 , 5 0 0

- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Logo featured in A/V presentation loop
- ❖ Half-Page ad in event program
- ❖ 2 VIP and 6 general admission tickets
- ❖ Opportunity to have company banner at event Signage
- ❖ Recognition in NH Food Bank newsletter and social media





April 8, 2024

SPONSORSHIP OPPORTUNITY

PASTRY CHEF LEVEL:

\$7,500

- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name featured on Food Bank website
- ❖ Half-page ad in event program
- ❖ 2 VIP and 6 general admission tickets
- ❖ Opportunity to have company banner at event
- ❖ Logo featured in A/V presentation loop
- ❖ Logo to be displayed with desserts
- ❖ Recognition in NH Food Bank newsletter and social media





April 8, 2024

SPONSORSHIP OPPORTUNITY

APPETIZER SPONSOR:

\$5,000

- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Quarter-page ad in event program
- ❖ 4 general admission tickets
- ❖ Logo featured in AV presentation loop
- ❖ Logo to be displayed with appetizer
- ❖ Recognition in NH Food Bank newsletter and social media





STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

LINEN SPONSORSHIP:

\$ 5,000

- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo featured in A/V presentation loop
- ❖ Quarter page ad in event program
- ❖ 4 general admission tickets
- ❖ Recognition in NH Food Bank newsletter and social media





STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

RED CARPET SPONSORSHIP:

\$3,500

- ❖ Company logo displayed prominently to highlight the red carpet
- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo featured in A/V presentation loop
- ❖ Quarter page ad in event program
- ❖ 2 general admission tickets
- ❖ Recognition in NH Food Bank newsletter and social media





SPONSORSHIP AGREEMENT

If you are interested in supporting the NH Food Bank's eighth annual Steel Chef Challenge, to be held April 8, 2024 at the Armory Ballroom at the DoubleTree by Hilton Manchester Downtown, please fill out the information below and send completed form to: Nancy Mellitt, Director of Development, NH Food Bank, 700 East Industrial Park Drive, Manchester NH 03109.



Individual or Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____ Email _____

I would like to support Steel Chef at the following level:

- Founding Sponsorship
- Master Chef Presenting Sponsor (\$30,000)
- VIP Sponsorship (\$15,000)
- Media Print Sponsorship (\$15,000)
- Media Sponsorship (\$15,000)
- Dinner Sponsorship (\$15,000)
- Sous Chef Sponsorship (\$10,000)
- Maître d' Sponsor (\$7,500)
- Pastry Chef Sponsor (\$7,500)
- Libation - Wine Sponsor (\$5,000)
- Libation - Beer Sponsor (\$5,000)
- Linen Sponsor (\$5,000)
- Venue Sponsor (\$5,000)
- Appetizer Sponsor (\$5,000)
- Red Carpet Sponsor (\$3,500)
- Print Sponsor (\$3,500)

Custom Sponsorship: _____

Check payable to New Hampshire Food Bank VISA Mastercard Discover American Express Credit Card

Expiration Date _____ CSV code _____

Signature _____ Date _____

Please send company logo in EPS or PNG format to: nmellitt@nhfoodbank.org



2024 Sponsorship Program Ads: Details and Deadline

If your sponsorship includes a program ad, see below for details and deadlines, including type specifications and file formats.

Program Book Specifications: Coated stock. Full 4-Color. Trim size is 5.5" wide x 8 .5" high.

Digital Output: Please include 0.25" margins. Export all ads with all printer marks included.

Size	Live/Safe Area	Trim	Bleeds Included
Full Page Ad	5" x 8"	5.5" x 8.5"	5.75" x 8.75"
Half Page Ad	5" x 3.875"	N/A	N/A
Quarter Page Ad	2.375" x 3.875"	N/A	N/A

- PDF/X-1a or Adobe® Acrobat® distilled PDFs. PDFs exported from application files are discouraged and can lead to less than desirable results.
- Outline all fonts is recommended, but embedding all fonts into the PDF is allowed.
- Pictures, images and logos should be no less than 300 dpi output resolution.
- 4-Color output, CMYK, will be excepted. **NO** PMS, RGB, GREY-scale will be excepted.
- Profile: SWOP for web offset printing.

Ads must be submitted via drop-box link, WeTransfer or by email to jmurphy@nhfoodbank.org no later than **March 4, 2024**.





April 8, 2024

SPONSORSHIP OPPORTUNITY

FOUNDING SPONSORSHIP: (EXCLUSIVE)

- ❖ Company name featured in all press releases
- ❖ Logo featured in event TV commercials
- ❖ Prominent logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name featured prominently on website and NH Food Bank website
- ❖ Logo and/or company name featured prominently in event program
- ❖ Full page inside front cover ad in event program
- ❖ Recognition at NH Food Bank letter and media
- ❖ 10 VIP tickets and 10 general admission tickets
- ❖ 20 signed promotional items
- ❖ Opportunity to have company banner displayed in premiere location at event
- ❖ Sponsor recognition during opening remarks at event
- ❖ Logo on step-and-repeat backdrop for photo booth opportunities
- ❖ Logo featured in AV presentation loop

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April 8, 2024

SPONSORSHIP OPPORTUNITY

MASTER CHEF PRESENTING SPONSORSHIP:
\$ **30,000** (EXCLUSIVE)

- ❖ Company name featured in event name
- ❖ Company name featured in all press releases
- ❖ Logo featured in event TV commercials
- ❖ Prominent logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name prominently on website featured prominently on NH Food Bank website
- ❖ Logo and/or company name featured prominently in event program
- ❖ Full page back cover ad in event program
- ❖ Recognition in Food Bank newsletter and social media
- ❖ 10 VIP tickets and 10 general admission tickets
- ❖ 20 signed promotional items
- ❖ Opportunity to have company banner displayed in premiere location at event
- ❖ Sponsor recognition during opening remarks at event
- ❖ Logo featured in A/V presentation loop
- ❖ Logo on step-and-repeat backdrop displayed prominently in the Armory
- ❖ Promotional item with company logo placed at each attendee's place setting

SOLD





STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

Media Sponsor Print:

\$15,000 (EXCLUSIVE)

- ❖ Logo featured in event TV commercials
- ❖ Prominent logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured prominently on NH Food Bank website
- ❖ Logo featured in AV presentation loop
- ❖ Full page ad rights and placement in event program
- ❖ Recognition in NH Food Bank's newsletter and social media
- ❖ 10 VIP tickets and 6 general admission tickets
- ❖ Opportunity to have company banner displayed prominently at event
- ❖ Sponsor recognition during opening remarks at event
- ❖ 16 signed promotional items

SOLD





April 8, 2024

SPONSORSHIP OPPORTUNITY

Media Sponsor

\$15,000 (EXCLUSIVE)

- ❖ Logo featured in event TV commercials
- ❖ Prominent logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured prominently on NH Food Bank website
- ❖ Logo featured in all presentations
- ❖ Full page right-hand placement in event program
- ❖ Recognition in NH Food Bank's newsletter and social media
- ❖ 10 VIP tickets and 6 general admission tickets
- ❖ Opportunity to have company banner displayed prominently at event
- ❖ Sponsor recognition during opening remarks at event
- ❖ 16 signed promotional items

SOLD





April 8, 2024

SPONSORSHIP OPPORTUNITY

VIP SPONSORSHIP:

\$15,000 (EXCLUSIVE)

- ❖ Logo featured in event TV commercials
- ❖ Prominent logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured prominently on NH Food Bank website
- ❖ Logo featured in all presentations
- ❖ Full page, right-hand placement in event program
- ❖ Recognition in NH Food Bank's newsletter and social media
- ❖ 10 VIP tickets and 6 general admission tickets
- ❖ Opportunity to have company banner displayed prominently at event
- ❖ Sponsor recognition during opening remarks at event
- ❖ 16 signed promotional items

SOLD





STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

Dinner Sponsor

\$15,000 (EXCLUSIVE)

- ❖ Logo featured in event TV commercials
- ❖ Prominent logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured prominently on NH Food Bank website
- ❖ Logo featured in TV presentation
- ❖ Full page and right-hand placement in event program
- ❖ Recognition in NH Food Bank's newsletter and social media
- ❖ 10 VIP tickets and 5 general admission tickets
- ❖ Opportunity to have company banner displayed prominently at event
- ❖ Sponsor recognition during opening remarks at event
- ❖ 16 signed promotional items
- ❖ Customized dinner menu with company logo at place settings
- ❖ Recognition in NH Food Bank newsletter and social media

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STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

LIBATION - WINE SPONSORSHIP:

\$5,000

- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Logo featured in AV presentation
- ❖ Quarter-page ad in event program
- ❖ Logo on all admission tickets
- ❖ Signage at the event
- ❖ Recognition in NH Food Bank newsletter and social media

SOLD





April 8, 2024

SPONSORSHIP OPPORTUNITY

RESTAURANT EQUIPMENT & SUPPLY
SPONSORSHIP:

\$7,500

- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured on Food Bank website

Logo featured in AV presentation loop

- ❖ Half-page ad in event program
- ❖ 2 VIP tickets and 6 general admission tickets
- ❖ Opportunity to have company banner at event
- ❖ Recognition in NH Food Bank newsletter and social media

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STEEL CHEF Challenge

April 8, 2024

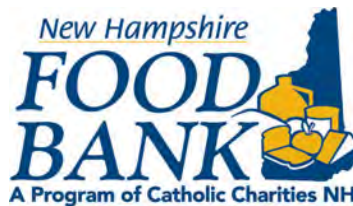
SPONSORSHIP OPPORTUNITY

LIBATION - BEER SPONSORSHIP:

\$5,000

- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Logo and/or company name featured in event program
- ❖ Logo featured in A/V presentation loop
- ❖ Large ad in event program
- ❖ General admission tickets
- ❖ Manager at bar
- ❖ Recognition in Food Bank newsletter and social media

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STEEL CHEF Challenge

April 20, 2024

SPONSORSHIP OPPORTUNITY

VENUE SPONSORSHIP:

\$5,000

- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Logo featured in A/V presentation loop
- ❖ Coater-partnered in event program
- ❖ 4 general admission tickets
- ❖ Recognition in NH Food Bank newsletter and social media

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STEEL CHEF Challenge

April 8, 2024

SPONSORSHIP OPPORTUNITY

PRINT SPONSORSHIP: \$ 3,500

- ❖ Company logo displayed prominently to highlight the red carpet
- ❖ Logo and/or company name with link to website featured on Food Bank website
- ❖ Logo placement and/or company name in all promotional materials
- ❖ Logo featured in A.M. presentation loop
- ❖ Quarterly page in event program
- ❖ 2 general admission tickets
- ❖ Recognition in NH Food Bank newsletter and social media

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